

# Digital Marketing Specialist

**Location:** East Rand  
**Reference:** #CAW005570/CH  
**Company:** [SydSen Recruit](#)

If you're a digital marketing specialist with a proven track record in Google Ads and a passion for the automotive world, we want to hear from you!

Take the wheel of your career and accelerate towards success with an established dealer group.

## Your responsibilities:

### Social media:

- Cultivate and expand social media presence.
- Organise and oversee engaging posts, stories, and captions.

### Community management:

- Be the pulse of the online community, addressing customer emails, DMs and social media comments.

### Email marketing:

- Craft compelling email copy, manage schedules, oversee email lists, and orchestrate visually striking campaigns.

### Paid advertising:

- Leverage your expertise in Google Ads.
- Fine-tune ad content, implement data-driven decision and elevate the brand to new horizons.

### Website copy:

- Develop and refresh online copy to maintain and captivate audiences.

### Reporting:

- Gauge success through key performance metrics.
- Share insights to elevate our marketing strategies to unprecedented levels

## Minimum requirements:

- 3+ years of experience in the digital sphere.
- Tertiary qualification in Marketing
- Proven expertise in Google Ads.
- Proficient in content creation, turning ideas into captivating visuals and compelling copy.
- Polished and confident communicator, both written and verbal.

If you're ready to rev up your career and leave a lasting mark in the automotive digital landscape, we want to hear from you!

Please note only candidates with the required experience will be contacted and considered. If you are not contacted within 14 days, kindly consider your application unsuccessful.

**Apply now.**

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